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PATENT

Docket No. 10551/514



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Ronald D. BLUM, et al.
SERIAL NO. : 10/682,435
FILED : 10 October 2003
FOR : FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE ORIENTATION
GROUP ART UNIT : 2632 **Conf. No. 2127**
EXAMINER : (Unknown)

COMMISSIONER FOR PATENTS
P. O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97 & § 1.98

SIR:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56 and § 1.97(b)(3), the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention.

In compliance with 37 C.F.R. § 1.98, copies of the references are submitted herewith.

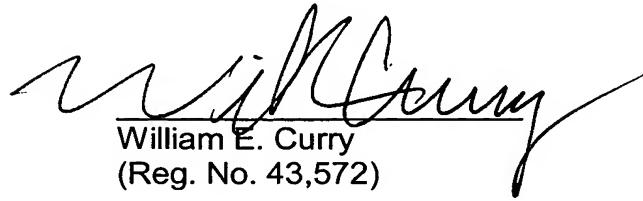
Statement of Relevancy

The references were cited in a Search Report issued by the European Patent Office in a related EP Patent Application. A copy of the Search is enclosed.

It is respectfully requested that the information be expressly considered

during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,



William E. Curry
(Reg. No. 43,572)

Date: 9 March 2004

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FORM PTO-1449
INFORMATION DISCLOSURE
STATEMENT BY APPLICANT(S)

Atty Docket No. : 10551/514
 Serial No. : 10/682,435
 Inventors : Ronald D. BLUM et al.
 Filed : 10 October 2003
 Group Art Unit : 2632
 Examiner : (Unknown)



U.S. PATENT DOCUMENTS

<u>Examiner Initial</u>	<u>Patent Number</u>	<u>Patent Date</u>	<u>Name</u>	<u>Class/Subclass</u>	<u>Filing Date</u>
_____	5,839,976	11/24/98	DARR	473/414	
_____	5,848,830	12/15/98	CASTLE et al.	362/84	
_____	4,665,342	05/12/87	TOPP et al.	313/505	
_____	5,561,446	10/01/96	MONTLICK	345/173	
_____	5,460,381	10/24/95	SMITH et al.	273/238	
_____	5,747,133	05/05/98	VINOD et al.	428/46	
_____	5,885,684	03/23/99	HEFNER et al.	428/89	
_____	3,930,084	12/30/75	SHIELDS	428/67	

FOREIGN PATENT DOCUMENTS

<u>Examiner Initial</u>	<u>Document Number</u>	<u>Date</u>	<u>Country</u>	<u>Class/Subclass</u>	<u>Translation Yes</u> <u>No</u>
_____	0 512 904	11/11/92	EPO		N/A
_____	2 182 242	05/13/87	UK		N/A
_____	WO 93/20536	10/14/93	PCT/US		N/A
_____	0 721 176	07/10/96	EPO		N/A
_____	2 532 095	02/24/84	France		X
_____	11-109901	04/23/99	Japan		ABS.
_____	87 01 817.9	04/30/87	Germany		X
_____	433 133	08/08/35	Great Britain		N/A
_____	319 416	09/26/29	Great Britain		N/A

OTHER DOCUMENTS

(Including Author, Title, Date, Pertinent Pages, Etc.)

Examiner Initial

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.